

## **AMENDMENTS TO THE CLAIMS**

1. (Currently amended) A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

the base assembly having a body;

a lock disposed entirely within the body and including a first lock member movable relative to the body between locked and unlocked positions;

the first lock member having an opening;

a portion of the rod being disposed in the opening of the lock; and

the first lock member lockably engaging the portion of the rod disposed in the opening when the first lock member is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure.

2. (Previously presented) The hook of claim 1, wherein the opening in the first lock member is non-circular.

3. (Previously presented) The hook of claim 1, wherein the opening in the first lock member is oval.

4. (Previously presented) The hook of claim 1, wherein the portion of the rod that is disposed in the opening of the first lock member has an exterior diameter; the opening having a pair of semi-circular portions connected by a straight portion; each of the semi-circular portions having a diameter slightly larger than the

exterior diameter of the portion of the rod that is disposed in the opening of the first lock member.

5. (Previously presented) The hook of claim 1, wherein the first lock member pivots between its locked and unlocked positions.

6. (Previously presented) The hook of claim 5, wherein the first lock member pivots with respect to the rod.

7. (Previously presented) A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

- a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

- a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

- the base assembly having a body;

- a lock including a first lock member movable between locked and unlocked positions;

- the first lock member having an opening;

- a portion of the rod being disposed in the opening of the first lock member;

- the first lock member engaging the rod when the lock is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure;

- wherein the lock includes a second lock member disposed between the first lock member and the body of the base assembly; the second lock member movable between locked and unlocked positions; the locked position of the second lock member holding the first lock member in its locked position.

8. (Original) The hook of claim 7, wherein the second lock member is magnetically-actuatable.

9. (Original) The hook of claim 1, wherein the lock is magnetically-actuatable.

10. (Original) The hook of claim 1, further comprising at least one hook connected to the rod; the at least one hook adapted to connect the rod to the support structure.

11–14 (Canceled)

15. (Previously presented) The hook of claim 1, wherein the rod is free of notches where the first lock member engages the rod.

16–31 (Canceled)

32. (Currently amended) A-merchandise in combination, a support structure and a merchandise display hook used to display items of merchandise from a from the support structure; the merchandise display hook comprising:

at least a first rod having an inner end and an outer end; the inner end of the at least first rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly carried by the rod and slidable between a first position adapted to prevent removal of the first rod from the support structure and a second position adapted to allow removal of the first rod from the support structure; wherein the base assembly abuts the support structure to prevent the rod from being removed from the support structure;

the base assembly including a lock movable between locked and unlocked positions;

the lock having an opening;

a portion of the at least first rod being disposed in the opening of the lock;  
and

the lock engaging the at least first rod when the lock is in the locked position; the locked position of the lock only allowing the base assembly to slide along the rod from the second position toward the first position.

33. (Currently amended) The ~~hook~~ combination of claim 32, wherein the rod has a cross-sectional shape; at least a portion of the opening in the lock matching the cross-sectional shape of the rod.

34. (Currently amended) The ~~hook~~ combination of claim 32 wherein the opening in the lock is oval.

35. (Currently amended) The ~~hook~~ combination of claim 32, wherein the lock pivots between its locked and unlocked positions.

36. (Currently amended) The ~~hook~~ combination of claim 32, wherein the lock includes a first lock member movable between locked and unlocked positions and a second lock member; the second lock member locking the first lock member in its locked position.

37. (Currently amended) The ~~hook~~ combination of claim 36, wherein the second lock member is magnetically-actuatable.

38. (Currently amended) The ~~hook~~ combination of claim 32, wherein the lock is magnetically-actuatable.

39. (Canceled)

40. (Currently amended) The ~~hook~~ combination of claim 32, wherein the rod is free of notches where the lock engages the rod.

41. (Currently amended) ~~The hook of claim 1~~

A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

the base assembly having a body;

a lock including a first lock member movable relative to the body between locked and unlocked positions;

the first lock member having an opening;

a portion of the rod being disposed in the opening of the lock;

the first lock member lockably engaging the portion of the rod disposed in the opening when the first lock member is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure; and

wherein the rod extends longitudinally between the inner end and the outer end and has a longitudinally extending outer surface; wherein the first lock member has an inwardly-facing surface which defines the opening therein and faces the longitudinally extending outer surface of the rod; wherein the inwardly-facing surface is angled transversely relative to the outer surface of the rod in the locked position; and wherein the inwardly-facing surface is parallel to the outer surface of the rod in the unlocked position.

42. (Previously presented) The hook of claim 1 wherein the rod extends longitudinally between the inner end and the outer end and has a longitudinally extending outer surface; and wherein the first lock member in the locked position

lockably engages the rod only on the longitudinally extending outer surface thereof.

43. (Currently amended) ~~The hook of claim 1 in combination with the support structure; and~~

In combination, a support structure and a merchandise display hook used to display items of merchandise from the support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

the base assembly having a body;

a lock including a first lock member movable relative to the body between locked and unlocked positions;

the first lock member having an opening;

a portion of the rod being disposed in the opening of the lock;

the first lock member lockably engaging the portion of the rod disposed in the opening when the first lock member is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure; and

wherein the base assembly abuts the support structure to prevent the rod from being removed from the support structure.

44. (Currently amended) ~~The hook of claim 1 in combination with the support structure;~~

In combination, a support structure and a merchandise display hook used to display items of merchandise from the support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly connected to the rod and slidable between locked and unlocked positions; the locked position of the base assembly adapted to prevent the rod from being removed from the support structure;

the base assembly having a body;

a lock including a first lock member movable relative to the body between locked and unlocked positions;

the first lock member having an opening;

a portion of the rod being disposed in the opening of the lock;

the first lock member lockably engaging the portion of the rod disposed in the opening when the first lock member is in the locked position to lock the base assembly to the rod such that the rod cannot be removed from the support structure; and

wherein when the first lock member is in the unlocked position the rod is pivotable between a mounted position in which the rod is mounted on the support structure and an unmounted position in which the rod is removed from the support structure; and wherein when the first lock member is in the locked position the body prevents the rod from pivoting from the mounted to the unmounted position.

45. (Previously presented) The combination of claim 44 wherein the body abuts the support structure to prevent the rod from pivoting from the mounted to the unmounted position.

46. (Currently amended) The hook of ~~claim 4~~ claim 7 wherein the lock is disposed entirely within the body.

47. (Previously presented) The hook claim 32 wherein the rod extends longitudinally between the inner end and the outer end and has a longitudinally extending outer surface; wherein the lock has an inwardly-facing surface which

defines the opening therein and faces the longitudinally extending outer surface of the rod; wherein the inwardly-facing surface is angled transversely relative to the outer surface of the rod in the locked position; and wherein the inwardly-facing surface is parallel to the outer surface of the rod in the unlocked position.

48. (Currently amended) The ~~hook~~ combination of claim 32 wherein the first position of the base assembly is adjacent the inner end of the first rod and the second position of the base assembly is distal the inner end of the first rod.

49 (Currently amended) The hook of ~~claim 32~~ claim 7 in combination with support structure; and wherein the base assembly abuts the support structure to prevent the rod from being removed from the support structure.

50. (Currently amended) A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

- a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

- a base assembly including a body defining a through opening and a first lock member defining a through opening aligned with the through opening of the body; wherein the body defines an interior chamber in which the first lock member is entirely disposed;

- wherein the through opening of the body slidably receives the rod whereby the body is slidable along the rod between a first position adapted to prevent the rod from being removed from the support structure and a second position adapted to allow the rod to be removed from the support structure;

- wherein the rod is received within the through opening of the first lock member;

- wherein the first lock member is movable relative to the body between a locked position in which the first lock member lockably engages the rod to lock the



body to the rod in the first position of the body and an unlocked position in which the body is slidable from the first position to the second position.

51. (Currently amended) The hook of ~~claim 50~~ claim 54 wherein the body defines an interior chamber in which the first lock member is entirely disposed.

52. (Currently amended) ~~The hook of claim 50 in combination with the support structure;~~

In combination, a support structure and a merchandise display hook used to display items of merchandise from the support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly including a body defining a through opening and a first lock member defining a through opening aligned with the through opening of the body;

wherein the through opening of the body slidably receives the rod whereby the body is slidable along the rod between a first position adapted to prevent the rod from being removed from the support structure and a second position adapted to allow the rod to be removed from the support structure;

wherein the rod is received within the through opening of the first lock member;

wherein the first lock member is movable relative to the body between a locked position in which the first lock member lockably engages the rod to lock the body to the rod in the first position of the body and an unlocked position in which the body is slidable from the first position to the second position; and

wherein the base assembly abuts the support structure to prevent the rod from being removed from the support structure.

53. (Currently amended) ~~The hook of claim 50 further including~~

A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly including a body defining a through opening and a first lock member defining a through opening aligned with the through opening of the body;

wherein the through opening of the body slidably receives the rod whereby the body is slidable along the rod between a first position adapted to prevent the rod from being removed from the support structure and a second position adapted to allow the rod to be removed from the support structure;

wherein the rod is received within the through opening of the first lock member;

wherein the first lock member is movable relative to the body between a locked position in which the first lock member lockably engages the rod to lock the body to the rod in the first position of the body and an unlocked position in which the body is slidable from the first position to the second position; and

a hook which is rigidly connected to the rod; wherein the rod and hook are pivotable as a unit between a mounted position in which the hook is adapted to extend through an opening in the support structure to mount the rod to the support structure and an unmounted position in which the hook is removed from the opening in the support structure; and wherein the body in the first position prevents the unit from pivoting from the mounted to the unmounted position.

54. (Previously presented) A merchandise display hook used to display items of merchandise from a support structure; the merchandise display hook comprising:

a rod having an inner end and an outer end; the inner end of the rod adapted to be disposed adjacent the support structure when the display hook is connected to the support structure;

a base assembly including a body and a first lock member carried by the body;

wherein the body is movable along the rod between a first position adapted to prevent the rod from being removed from the support structure and a second position adapted to allow the rod to be removed from the support structure;

wherein the first lock member includes a plate defining a through opening in which a portion of the rod is disposed;

wherein the first lock member is movable relative to the body between locked and unlocked positions; wherein in the locked position the plate engages the rod to lock the body in the first position to the rod; wherein in the unlocked position the plate is slidable along the rod to allow the body to move to the second position;

wherein the plate is transverse to the rod in each of the locked and unlocked positions.

55. (Previously presented) The hook of claim 54 wherein the plate is perpendicular to the rod in the unlocked position.

56. (Previously presented) The hook of claim 54 wherein the first position of the body of the base assembly is at the inner end of the rod.

57. (Previously presented) The hook of claim 54 wherein the first lock member includes a leg which is connected to and extends transversely from the plate; and further including a second lock member which abuts the leg to bias the first lock member to the locked position.

58. (Previously presented) The hook of claim 54 wherein the first lock member includes a leg which is connected to and extends transversely from the plate; wherein the plate and the leg are connected at an intersection therebetween; and wherein the first lock member includes a pair of spaced pivot arms extending outwardly from adjacent the intersection and engaging the body to provide a pivot

about which the first lock member pivots between the locked and unlocked positions.

59. (Previously presented) The hook of claim 54 wherein the rod extends longitudinally between the inner end and the outer end and has a longitudinally extending outer surface; and wherein the first lock member in the locked position lockably engages the rod only on the longitudinally extending outer surface thereof.

60. (Previously presented) The hook of claim 54 in combination with the support structure; wherein the base assembly abuts the support structure to prevent the rod from being removed from the support structure.

61. (New) The combination of claim 43 wherein the lock is disposed entirely within the body.

62. (New) The hook of claim 54 wherein the lock is disposed entirely within the body.